

## TRADEMARK ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Ultimate Direction, Inc.		06/03/1999	CORPORATION: IDAHO
RECEIVING PARTY DATA			
Name:	Kellwood Company		
Street Address:	600 Kellwood Parkway		
City:	Saint Louis		
State/Country:	MISSISSIPPI		
Postal Code:	63017		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	73722319	ULTIMATE DIRECTION	
CORRESPONDENCE DATA			
Fax Number:	(314)576-3388		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	3145763340		
Email:	courtney.labelle@kellwood.com		
Correspondent Name:	Kellwood Company - Courtney LaBelle		
Address Line 1:	600 Kellwood Parkway		
Address Line 4:	Saint Louis, MISSOURI 63017		
NAME OF SUBMITTER:	Courtney LaBelle		
Signature:	/Courtney LaBelle/		
Date:	01/07/2010		
Total Attachments: 3 source=Assignment from Ultimate Direction Inc#page1.tif			

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**TRADEMARK**

**REEL: 004126 FRAME: 0587**

## TRADEMARK ASSIGNMENT

WHEREAS, Ultimate Direction, Inc., an Idaho corporation, with offices at Rexburg, ("Assignor") is the owner of the trademarks and registrations and pending applications for registration and has adopted, used and conducted its business, namely, the design, manufacture, distribution and sale of sporting goods and related supplies (the "Business") under the trademarks (the "Trademarks") set forth on Exhibit A attached hereto and made a part hereof; and

WHEREAS, Kellwood Company ("Assignee"), a Delaware corporation, with offices at 600 Kellwood Parkway, Chesterfield, Missouri 63017, has acquired the Business, including the Trademarks, pursuant to an Agreement for Purchase and Sales of Assets with Assignor, dated Jan 3, 1999.

NOW, THEREFORE, in consideration of the sum of one dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby sell, assign and transfer unto Assignee the entire right, title and interest in and to:

The trademarks, trademark registrations and pending applications thereof, together with the good will of the associated business, all of which are listed on Exhibit A attached hereto and made a part of this Assignment, and all causes of action, past, present and future for infringement or unfair competition with respect thereto and all licenses relating thereto.

Assignor warrants that it owns all rights without encumbrance in the trademarks covered by the registrations and pending applications set forth in Exhibit A attached hereto. Assignor agrees that it will, upon written request of Assignee, from time to time execute reasonable documents prepared at the expense of Assignee meeting the requirements of the respective Trademark Office to record or register Assignee's rights in such trademarks.

IN WITNESS WHEREOF, this Assignment is made effective this 3<sup>rd</sup> day of June, 1999.

ATTEST:

ULTIMATE DIRECTION, INC.

[Signature] By: [Signature]  
Secretary

[SEAL]

STATE OF Idaho )

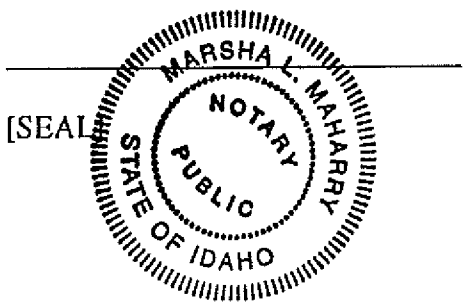
COUNTY OF Madison )

On June 3, 1999, before me, the undersigned Notary Public, personally appeared G. Bruce Shetler personally known to me to be the person whose name is subscribed to the within instrument and acknowledge to me that he/she executed the same as his/her free act and deed in the capacity of President, for the purposes and consideration therein expressed.

Witness my hand and official seal.

Marsha L. Maharry  
Notary Public

My commission expires: 4-10-2000



**EXHIBIT A**

**ULTIMATE DIRECTION, INC.**  
**U.S. TRADEMARK REGISTRATIONS**

<u>Mark</u>	<u>Registration Number</u>	<u>Registration Date</u>
Design Mark consisting of a portion of a zipper pull consisting of red pull strings terminating in a rectangular button	2,177,805	08/04/1998
TORSOPACS	2,177,804	08/04/1998
SPORTFLASK	2,177,803	08/04/1998
TRAIL PALS	2,164,562	06/09/1998
U	2,152,514	04/21/1998
SPORTVEST	2,111,855	11/11/1997
SPORTTANK	2,052,827	04/15/1997
FLASHTANK	2,049,267	04/01/1997
XSPURT	2,047,965	03/25/1997
SIPSTREAM	2,040,804	02/25/1997
TRAILDANCE	2,040,803	02/25/1997
ULTIMATE DIRECTION	1,559,824	10/10/1989

**ULTIMATE DIRECTION, INC.**  
**PENDING U.S. TRADEMARK APPLICATIONS**

<u>Mark</u>	<u>Serial Number</u>	<u>Filing Date</u>
ULTIMATE TRIANGLE "U"		